



April 2014

## In this Issue

- [Trade Consultants](#)
- [More streamlining of rules for China exports](#)
- [Success Stories](#)
- [Upcoming Events](#)

## Trade Consultants

### Enrique Gandara

Animal Feed, Livestock & Genetics  
Latin America & Russia  
(608) 224-5113  
[enrique.gandara@wisconsin.gov](mailto:enrique.gandara@wisconsin.gov)

### Jennifer Lu

Animal Feed, Livestock & Genetics  
China & Asia  
(608) 224-5102  
[jennifer.lu@wisconsin.gov](mailto:jennifer.lu@wisconsin.gov)

### Ashwini Rao

Processed Foods  
India, Latin America & European  
Union  
(608) 224-5119  
[ashwini.rao@wisconsin.gov](mailto:ashwini.rao@wisconsin.gov)

### Lisa Stout

Processed Foods  
Asia & Canada  
(608) 224-5126  
[lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov)

### Jen Pino-Gallagher

Bureau Director, Agricultural  
Market Development  
(608) 224-5125  
[jen.pinogallagher@wisconsin.gov](mailto:jen.pinogallagher@wisconsin.gov)

## Market Support

Certificates of Free Sale  
(608) 224-5129

[Click here](#) to learn more about  
our services.

## More streamlining of rules for China exports

USDA's Agricultural Marketing Service (AMS) has advised that as of June 15, 2014, all applications for the China dairy certificate must be created in the Electronic Document Creation System (eDocs). eDocs streamlines the export process and allows exporters the ability to view their certificates online prior to AMS approval. As of June 15, 2014, AMS will no longer accept e-mailed Word doc applications for the China dairy certificate. However, any certificate signed prior to June 15, 2014 from e-mailed applications will still be accepted in China.

Please contact Sandra Benson at [sbenson@usdec.org](mailto:sbenson@usdec.org) with any questions.

## Please provide your feedback!

The International Trade Team at the Wisconsin Department of Agriculture, Trade and Consumer Protection is in the midst of planning its programs for the coming year. We would like your input regarding programs/services that would benefit you the most. [Click here](#) to take this brief five minute survey!

## Success Stories

The University of Wisconsin-River Falls has been engaged internationally for decades, but in recent years, there is a new level of excitement and growth. DATCP and UW-River Falls have partnered together on numerous international efforts, including participating at World Dairy Expo and traveling to China, Mexico, Brazil, Singapore, Malaysia and Indonesia.

## Upcoming Events

### [Midwest Buyers Mission](#)

Meet with international food buyers from Asia, Europe, Canada, Mexico, Central and South America and the Middle East. Sign up for scheduled one-on-one meetings. Meet with Food Export Midwest In-Market Representatives too!!

Date: July 23, 2014

Where: Milwaukee, Wisconsin



**Who should attend:** Food companies that produce products for the retail and food service markets.

**Cost:** \$250 until May 19th; then \$300.00

**Register here:** [Information and Registration](#)

**Contact:** Lisa Stout, 608/224-5126, [lisa.stout@wi.gov](mailto:lisa.stout@wi.gov)

### **50th Annual Wisconsin International Trade Conference**

Working in the world of international business takes vision and hard work. No matter what your company size or level of experience, you can gain new insights and make new contacts at the Wisconsin's largest gathering of international business people. This annual conference attracts hundreds of individuals involved in the global economy: manufacturing exporters of all sizes, service providers, importers, and government agencies. Register [here](#).

**When:** May 13, 7:30 am- 6:00pm

**Where:** Wisconsin Center, 400 West Wisconsin Avenue, Milwaukee, WI 53203

**Cost:** Member: \$149.00/ Non Member: \$179.00.

### **Export Compliance Training Seminar**

The Wisconsin District Export Council is hosting a full-day training program focusing on export compliance. You will leave the program that day with a better understanding of the export regulations and with specific tools and instructions on how to begin building a secure and compliant department and company.

**When:** June 10, 8am-4:30pm

**Where:** BMO Institute for Learning, 395 North Executive Dr, Brookfield, WI

**Cost:** \$250 before April 30 and \$295 if you register after April 30.

**Contact:** Koreen Grube / [Koreen.Grube@trade.gov](mailto:Koreen.Grube@trade.gov) / 414-297-1853